Mary Rose Mathew

Lead Product Designer | Enterprise SaaS and Complex Workflows
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Profile

Product and user experience (UX) lead with 9+ years at athenahealth and earlier experience in consumer travel, web and visual design. Owns complex enterprise workflows from research and problem definition through interaction design, prototyping, validation and implementation collaboration. Combines systems thinking with hands-on craft, customer advocacy and cross-functional facilitation. Uses AI-assisted prototyping to explore behavior and technical feasibility.

Areas of Expertise

- Healthcare & Enterprise UX
- Exploratory Research
- Information Architecture
- Persona Development
- Product Discovery and Strategy
- Iterative Validation
- Rapid Prototyping
- Card Sorting
- System Design Thinking
- AI-assisted Prototyping
- Design System Scalability
- Usability Testing

Professional Experience

Athenahealth User Experience Lead Mar 2023 - Aug 2026

Senior UX Designer Jun 2017 - Feb 2023

Led design across enterprise healthcare reporting and analytics, electronic data interchange (EDI), workforce management, marketplace experiences and the marketing website.

- Advanced Report Library toward a validated MVP through customer research, prototyping and iterative usability testing.
- Owned Query Builder as the sole designer, defining self-service data selection, filtering and report configuration. Collaborated across product teams on consistent patterns that balanced novice guidance with advanced flexibility.
- Mapped end-to-end reporting journeys across discovery, creation, scheduling and administration, connecting permissions, publishing and governance to identify dependencies and gaps beyond individual screens.
- Shaped roadmap priorities and MVP scope through customer evidence and cross-functional workshops. Aligned Product, Engineering, Data, Operations and leadership on user needs, technical constraints and tradeoffs.
- Created reusable interactions, prototypes and states for data-intensive workflows. Evaluated embedded Sigma capabilities to determine where native functionality met user needs and where custom experiences were required.
- Conducted interviews, workflow observation, surveys and usability testing; synthesized findings into personas, journeys and priorities for navigation, information architecture and dashboards.
- Built working prototypes with Claude Code to test interactions and explore implementation approaches, enabling concrete reviews with Product and Engineering.

- Refined athenahealth's marketing website and information architecture, contributing to increased engagement and lead generation; evaluated through A/B testing and Google Analytics.

Other Earlier Roles

Paytm Senior UX Designer Sep 2015 - Feb 2017

- Designed consumer travel experiences across flight, bus and hotel search, selection and booking. Used behavioral data and customer research to identify friction and inform UX improvements.
- Partnered with Product and Engineering on user flows, wireframes and interactive prototypes; used usability testing and A/B experimentation to test assumptions and refine interactions.

EY Creative Designer Oct 2011 - Nov 2013

- Created digital-publishing, internal-communication, print and digital-media assets. Conducted brand-quality reviews to maintain visual consistency, accuracy and adherence to brand standards.

Primemove Creative Designer Oct 2009 - Sep 2011

- Designed websites, branding, print collateral and digital-marketing materials. Translated approved web designs into HTML and worked directly with stakeholders to define requirements and refine concepts.

Education

Mahatma Gandhi University Jul 2006- Mar 2009

Graduation in Design and Animation in Mahatma Gandhi University